

# **Bridging Gaps: Recruiting African and Asian American Participants in Clinical Trials and Creating Culturally Competent Messages**

## **Investigators**

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## **Project Summary**

The study modified a Knowledge, Attitude, and Practice tool to solicit qualitative responses about participants' experience with clinical trials and offers specific strategies to improve racial and ethnic minority population participation in clinical trials. The study was conducted in two rounds.

**Populations Served:** Asian, and Black or African American

### **Goals/Aims:**

- The study goal is to increase understanding of knowledge and attitudes toward clinical trial participation and communication preferences of Asian and Black or African American populations.

## **Publications/Abstracts/Posters, etc.**

- **Asian Americans' perceptions towards participation in COVID-19 clinical trials** (oral presentation), National Communication Association Annual Meeting, New Orleans, Louisiana, November 2022.
- **Black American's Perceptions toward participation in COVID-19 clinical trials** (oral presentation), International Communication Association Annual Meeting, Toronto, Canada, May 2023.